

THE WORLD IS COMING TO WHITEFISH

2016 Sponsorship Packages

January 29th, 30th, & 31st 2016



An Introduction for Sponsors

Whitefish has long hosted one of the premier ski Joring events on the tour, evolving into one of the signature events of the Annual **Whitefish Winter Carnival**.

In January 2016, Whitefish will host an event that is unique among winter sports; our own version of **Montana's Extreme Winter Games**. It is an opportunity for thousands of spectators to be entertained by a great competition combining skiing, horsemanship, and all the fun social aspects of Whitefish's legendary Winter Carnival.

By The Numbers:

The Dates: January 29-31, 2016

Spectators: Estimated 3000 Daily

- 1. The Location: Whitefish City Airport & Downtown Whitefish**
- 2. Beneficiaries: Wings: Cancer Support & Human Therapy on Horseback**
- 3. The Money: The biggest Ski Joring purse in the World...nearly \$20,000.**
- 4. The Media: Filming by FASTFORWARD Media, for ICE COWBOYS TV Series**
- 5. Exposure: Six 15 second spots on Altitude TV "Ice Cowboys"**

Sponsor Benefits: Branding, Promotions, Direct Sales & Advertising

The Poster: Hundreds of promotional posters will be distributed throughout the Flathead Valley.

Your company logo or name will be included on the base of the poster.

The Website: www.whitefishskijoring.com will be kept updated with recognition for all sponsor levels.

Links to sponsor's websites at the Gold and above levels for promotional specials.

The Commemorative T-shirt: all competitors

Volunteers and sponsors will receive a Commemorative T-shirt with your logo or name on it.

Banners on Jumps or Start Wall: The jumps, start wall and finish line are the focal point of the race course for thousands of spectators and the photographers who capture the action.

Newspaper Ads: Both pre-event & post-event "thank you" will include your company logo or your name.

Live Announcer Mentions: Joe Warner is one of the best rodeo announcers in the entire Pacific Northwest. He does an excellent job sprinkling sponsor mentions and brief "Live Ads" during any lull in the action on the racecourse. Let the *thousands of spectators* know about your business (and that you want their business!)

Product Display: If you have products that you want the local market to see and touch, take them to where the people are. Top sponsors (Presenting/Platinum) categories enjoy dynamic product displays or sales venues commensurate with their sponsor category.

Radio and TV Ads: Presenting and Platinum sponsors will have their company’s name announced on selected radio and TV ads plus promotional advertising on the Altitude TV series, “Ice Cowboys”

Promotional Gifts: All competitors and volunteers will receive a promotional tote bag, and all Sponsors are encouraged to provide something memorable to be placed in this bag. We suggest product, specialty advertising items, or discount coupons.

What does each sponsorship level receive?

| | \$10,000 | \$2,000 | \$1,000 | \$500 | \$250 |
|--|------------|----------|---------|--------|--------|
| | Presenting | Platinum | Gold | Silver | Bronze |
| Product Display (exhibit & sell opportunities) | YES | YES | | | |
| POSTER | | | | | |
| LOGO on Poster | YES | YES | YES | YES | |
| NAME on Poster | YES | | | | YES |
| WEBSITE | | | | | |
| LOGO on Website | YES | YES | YES | YES | |
| NAME on Website | YES | YES | | | |
| SPECIAL OFFER on Website | YES | YES | | | |
| SPECIAL OFFER on Facebook page | YES | | | | |
| TV Ads on Altitude TV “Ice Cowboys” | | | | | |
| Logo and name on promotional advertising | YES | YES | | | |
| | YES | YES | | | |
| COMPETITOR/VOLUNTEER T-SHIRT | | | | | |
| LOGO on Competitor T-Shirt | YES | YES | YES | YES | |
| NAME on Competitor T-Shirt | YES | | | | YES |
| BANNERS ON START GATE AND FINISH LINE | | | | | |
| 12 sq. ft, maximum size banners at start | | | YES | YES | |
| 12 sq. ft, maximum size banners at finish | | | YES | YES | |
| BANNERS ON JUMPS | | | | | |
| 24 sq. ft. maximum size banners on Jump | YES | YES | | | |
| TWO PROMINATE BANNERS LOCATIONS | YES | | | | |
| | | | | | |
| NEWSPAPER Ad -- Pre-Event | YES | YES | YES | YES | YES |
| NEWSPAPER Ad --- Thank You | YES | YES | YES | YES | YES |
| | | | | | |
| LIVE Announcer Mentions/Event Event T-shirt | YES | YES | YES | YES | YES |

2016 Sponsorship Agreement

I Agree to sponsor the 2016 Whitefish Winter Carnival,
World Ski Joring Championships at the following level.

(circle the appropriate level below)

Platinum Sponsor: **\$2000.**

Gold Sponsor: **\$1000.**

Silver Sponsor: **\$500.**

Bronze Sponsor: **\$250.**

Company Name _____

Mailing Address _____

Contact Name _____ Phone _____ Fax _____

E-Mail Address _____

Make Checks Payable to: Whitefish Winter Carnival Ski Joring Association

Send Your Check to: P.O. Box 1811 Whitefish, Montana 59937

Please Provide for the following sponsors.

Platinum & Gold Sponsors 6' x 4' Banner for display on Jumps

Silver Sponsors 4' x 3' Banner for display at Start Gate

Platinum, Gold, Silver Sponsors LOGO (Digital) Send to: scott@mtranchland.com

Platinum, Gold, Silver Sponsors 30 Words for Announcer's Script (all venues)

Bronze Sponsors One liner for Announcer's Script (Fill In: all venues)

Print Name _____ Date _____

Signature _____

For More Information: Contact: Scott Ping (406-261-7464) or E-Mail to: scott@mtranchland.com